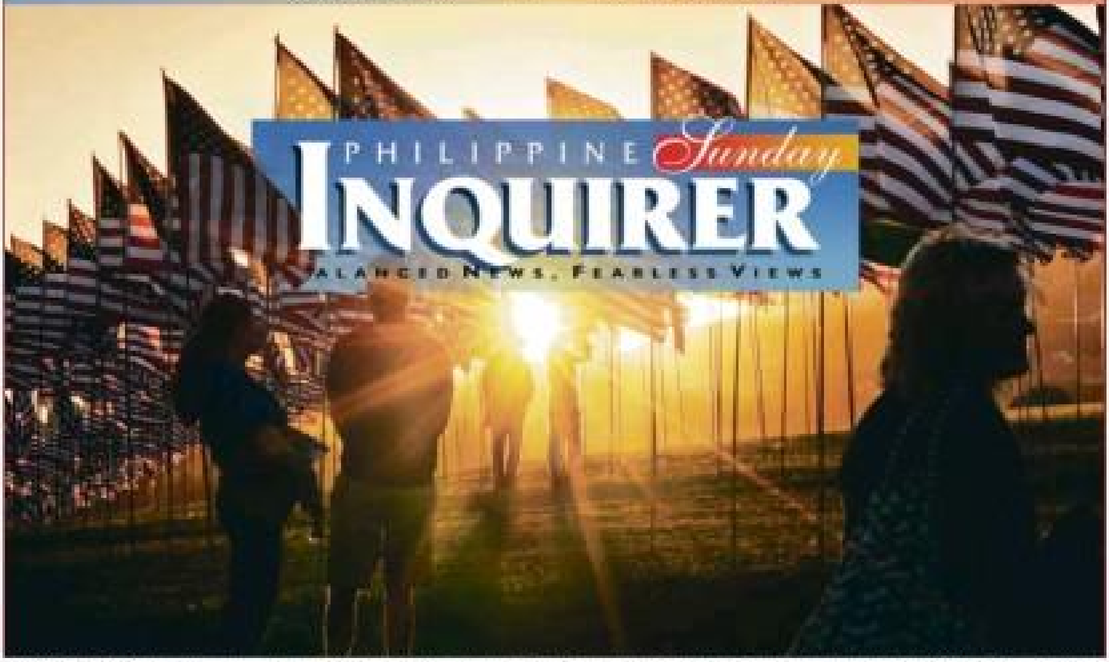


DAY OF REMEMBRANCE Americans walk among the nearly 3,000 flags erected by students and staff from Pepperdine University in Malibu, California, to honor the victims of the Sept. 11, 2001, terrorist attacks in New York. An impassioned President Barack Obama warned that Americans must not turn on one another over religion, after rows over Islam sparked global fury, nine years after the terror attacks. AP

'Jueteng' payoff bared

Retired bishop says Noynoy aides get ₱2M monthly

By Christian V. Esguerra

RETIRED ARCHBISHOP Oscar Cruz is pushing his crusade against "jueteng" with a grave claim: Two of President Aquino's trusted officials are receiving a minimum of ₱2 million in monthly payola from the illegal numbers game.

Cruz, who heads the Krusadang Bayan Laban sa Jueteng, said the popular game had turned into a "political monster" under the Aquino administration. He made the disclosure to the Inquirer yesterday, saying he wanted to call public attention to the current state of jueteng amid pronouncements on honest governance.

The retired Lingayen-Dagupan archbishop said the two officials' names surfaced in the latest summary of field reports submitted to him by the Krusadang Bayan's nationwide network. The group has a leader in each of the 86 dioceses in the country.

Responding last night to a request for comment from the Inquirer, the President said in a text message: "If he (Cruz) has the evidence, no matter how little, I will investigate them. Regardless of who they are, if there is proof, they will pay."

Cruz called on Mr. Aquino to make good on a promise to promote an honest government, more concretely by stamping out the multibillion-peso underground lottery especially prevalent in Luzon and the Visayas.

"The past administration was notorious for its patronage of jueteng. It is my hope that the present administration, which claims to be the opposite of the past administration, will be able to demonstrate its resolve and not just go 'blah, blah, blah,'" Cruz said in a phone interview.

He added: "Give us something concrete."

JUETENG/A7

Koran row shrouds 9/11 anniversary in controversy

NEW YORK—Remembrance ceremonies, marred by global tensions over a Florida pastor's threat to burn the Koran, were to take place Saturday in New York and at the Pentagon on the ninth anniversary of the 9/11 attacks.

The rituals honoring the nearly 3,000 people killed on Sept. 11, 2001, when Muslim terrorists flew hijacked planes into the defense headquarters and New York's World Trade Center towers, unfold almost unchanged each year.

In New York, at Ground Zero, the names of the 2,752 victims who died there are read out against a

KORAN/A14

Buses can be as effective as trains, says prof



By Elmer Kristian Dauigoy in Northern Luzon and Cris Evert B. Lato in the Visayas

BAGUIO CITY—With the inevitable fare increase in the Metro Rail Transit (MRT) and Light Rail Transit (LRT), a transportation expert from the University of the Philippines said jeepneys and buses could be as efficient as the rail system without relying on heavy government subsidy.

Addressing a climate change forum here last week, Crescencio Montalbo Jr., an associate profes-

BUSES/A7

'Palengskwela': Kids learn in marketplace of ideas

By Tarra Quismundo

IT'S A MARKETPLACE of ideas, literally.

Once a week for at least three hours, out-of-school children and young adults take a break from their chores at the bustling Tagum City public market to sit in a classroom and catch up on learning.

Palengskwela, a market-based non-formal school system of the Department of Education (DepEd), provides the students a unique learning environment that adapts to their learning needs and capacities.

Leila Dela, Tagum ALS division coordinator, explains it thus: "In formal school, they have to memorize, but in the informal system, the focus is on ex-

'PALENGSKWELA'/A13

Edsa Shrine groups start prayer-vigil for Noynoy

By Jocelyn R. Uy

EDSA SHRINE communities have started a chain of 40-hour prayer-vigils for President Aquino so he could safely navigate the country through a sea of troubles during his first 100 days in office—the latest one being the Aug. 23 hostage fiasco.

The first of a series of Quarant'Ore (40-hour devotion) asking the heavens to guide Mr. Aquino was launched on Sept. 8 by the following communities: Wellspring of Life, Sacred Land of Asia, and the Servants of the Luminous Cross of Grace.

The 40-hour prayer exercise, which ended last Friday, would be

EDSA/A13

River warriors, eco-precinct cops to keep Pasig clean

By DJ Yap

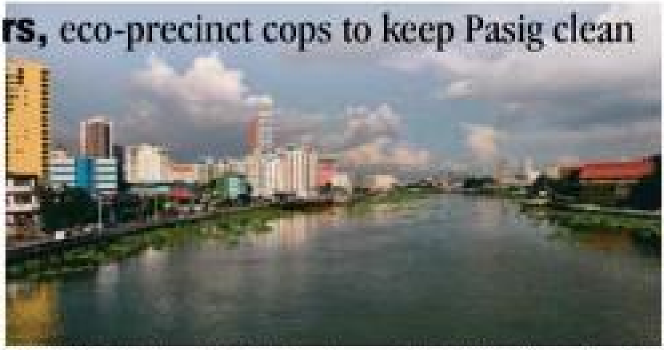
THE COUNTRY'S first dedicated police precinct to handle environment-related offenses will soon rise beside the highly polluted Estero de Paco.

The Eco-Precinct, to be built in the middle of a busy public market ringed by garbage-strewn alleyways, will be manned by a civilian force of 200 "River Warriors" under the supervision of police officers in the adjacent Paco police community precinct.

"You cannot clean the river if you do not clean the esteros," said Gina Lopez of the ABS-CBN Foundation, whose Kapit Bisig Para Sa Ilog Pasig (KBIP) spearheaded the project with the Philippine National Police and the city government of Manila.

"This will be one model of startling magnificence. If you clean the estero, the

RIVER/A7



CLEANER RIVER Looking clean and fresh, the Pasig River welcomes a new day in Binondo, Manila. Upstream in Paco, civilian "river warriors" and policemen from a soon-to-rise "Eco-precinct" will catch polluters of esteros that flow into the river. ARNOLD ALMACEN

▪ **Orcollo-Gomez** pool duo takes RP to World Cup semis SPORTS / A23 ▪ **NGO sues** senator, wife at CHR for demolition on donated land ACROSS / A8 ▪ **Why is** KC working so hard? Because of mom ENTERTAINMENT ▪ **The convenience** of online luxury shopping ▪ Impy Pilapil's steel and stone blooms ▪ The Internet is for dogs SUNDAY LIFESTYLE ▪ **Midlife lessons** from Aikido ▪ Where in the world are those jobs? SUNDAY INQUIRER MAGAZINE ▪ **From an** office under a tree, Uratex is now a conglomerate SUNDAY BIZ

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GMA allies told: Nothing to fear if...

By Norman Bordadora

NOTHING TO fear if they did nothing wrong.

DOH notes drop in dengue cases, won't push for state of calamity

By Philip Tubeza and Norman Bordadora

Advisory

Incidence

COA says delay in ham delivery cost FTI P12M

By Leila B. Salaverria





Chief police negotiator replaced, not relieved

Trillanes twits proposed elite commando unit

5 hostage survivors submit testimonies







Live TV coverage of massacre trial backed

By Norman Bordadora

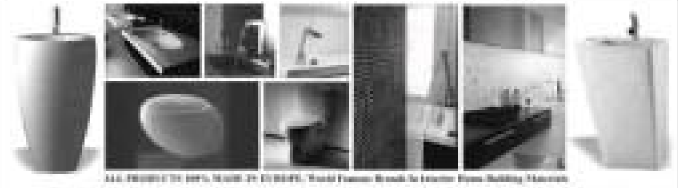


President fires gun, then prays for dad

By Armand Galang

VERZOSA PMA FAREWELL

'Organization above self'



T.R.E.E.s for tomorrow: NUVALI's tree-planting program

Today, we are seeing environmental degradation and its negative effects all over the world. There is a call for businesses to practice and demonstrate concern for the environment. NUVALI, a mixed-use eco-community development of Ayala Land, is well aware of this need for a stronger commitment to sustainability.

Last year, NUVALI launched the T.R.E.E. (Together Reforesting the Earth's Environment) Program, a tree-planting endeavour that encourages similar-minded companies and individuals to plant trees as a response to climate change and to help preserve the natural habitat of the area. These trees will be part of NUVALI's natural landscaping, particularly in the 17-km long buffer area which has been dedicated for the NUVALI Wildlife and Bird Sanctuary, an untouched area where wildlife and flora can flourish.

"The NUVALI T.R.E.E. Program is a testament to Ayala Land, Inc.'s unwavering commitment of enhancing land and enriching lives for more people. NUVALI aims to be a sustainability partner. Through our development projects, we make sure that we continuously improve our environmental performance and we are in the forefront, steering the economy towards a cleaner environment," says John Estrada, NUVALI Operations Manager.

So far, a number of private companies and individuals have already responded to this call such as the Department of Trade and Industries (DTI), Makati Development Corporation, Australia Manila, Intercontinental Manila, Alumni Association of the Asian Institute of Management (AAAIM) and The Body Shop. Similarly, businesses belonging to the Ayala Group of Companies like Globe Telecom, BPI, Manila Water, BG, Honda and Isuzu have also participated in the NUVALI T.R.E.E. Program.

"As an Starbucks Environmental Brown Company, our thrust is not only to minimize our environmental footprint but also to sustain and enhance the distinctive characteristics of our location," Hotel Intercon HR Director Connie Velasco explains. "After Ondoy, we have realized that the need to protect the environment is more important now than ever before," said Hotel Intercon Public Relations Manager Myra Yansuan.

For this endeavour, NUVALI aims to plant 100,000 trees ranging from endemic tree species that help protect and preserve the nearby water shed area to fruit-bearing trees that attract birds. To date, the number of recorded bird species is 76 with 7 mammals and 7 herpetofauna residing within the NUVALI enclave, a good indication that through these tree-planting efforts, wildlife is conserved and protected.

NUVALI has carefully laid out the tree-planting sites, procedures and packages for this program, including maintenance and nurturing of these trees.

Interested parties can choose from different packages that suit their needs. NUVALI customized these packages with different inclusions like tree-planting training, [illegible] and commemorative markers. Groups and individuals can also avail of the tour of NUVALI's interactive green exhibit at the Evoliving Center and the model green home. Boating, fish-feeding and dining by the 8-hectare multi-functional lake at Solenad is also one of the most popular activities at NUVALI. For the more adventurous, a hike through NUVALI's natural trails and ravines can wrap up the day for that full outdoor adventure experience.











Prospect for Development

Aside from its accessibility to most transportation hubs like the Ninoy Aquino International Airport, Batangas City Port, Port of Manila, this eco-development is also convenient for business with its proximity to industrial parks, schools and other recreational and residential development making NUVALI Calabarzon's growth center.

Holistic sustainability

Nestled in Laguna in the suburban cities of Sta. Rosa and Calamba and the municipality of Cabuyao, NUVALI is a sprawling commercial, retail and residential development that offers a haven for work, leisure, and home. An essential part of NUVALI's sustainability efforts is to educate its locators and their employees, merchants, residents and visitors about the benefits of going green and encouraging them to do their share for Mother Earth.

NUVALI's commitment is to ensure the welfare of the environment through preservation and enhancement of the existing ecosystems while at the same time meeting the highest international standards in the development.

Indeed, NUVALI is a testament to Ayala Land's trademark strategic planning, world-class architecture, and environment-friendly processes, techniques and estate management policies. NUVALI is not only setting the trend in the real estate industry but also leading the way towards a healthy and a sustainable environment for future generations. NUVALI, where people and nature thrive.

To know more about NUVALI or its T.R.E.E. Program, log on to www.nuvali.ph or call 0917-5-ASKNUV (275688).

Impeach Merci proponents 'cautiously optimistic'

No Filipino hurt in US gas blast

'Jueteng' payoff bared; bishop tags 2 Noynoy aides

Key security posts

PNP cooperation

'Forces of evil'

Still active



FAREWELL TO THE CHIEF

River warriors, eco-precinct cops...



PASIG RIVER FERRY

Warriors and cadres

Buses can be as effective as trains, says prof

Common condition

Work as one

Cheaper fares

Cebu goes BRT

Funding available

Across the NATION

NGO sues senator, wife at CHR for demolition on donated land

CITY OF SAN FERNANDO—A senator, who ran in the last elections on a campaign anchored on free legal assistance to the poor, is facing his own legal woes.

Force, stealth

Denial

Land history

Donation

4 dead, homes destroyed in Koronadal City floods

Unprecedented

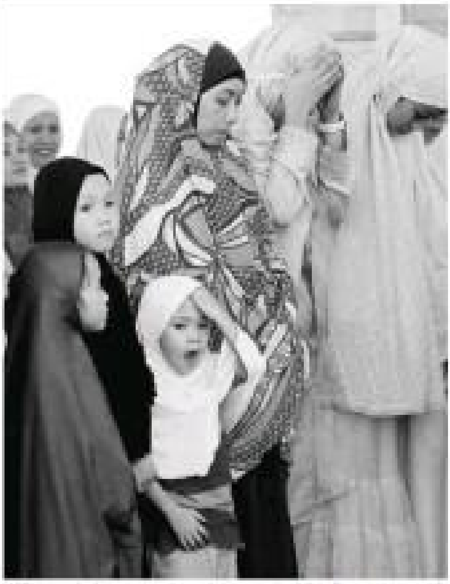
Missing baby

Rat in the drain

State schools get no funds for projects in 2011 budget

Punishing the poor

Tough past



BIG DAY A Muslim girl yawns, appearing to lack sleep, as Muslims in Cebu City celebrate the end of Ramadan near a mosque there. Muslims worldwide celebrate the end of Ramadan, one of their biggest feasts, with food, reunions and prayers.

Power restored after snake causes blast in transformer

DENGUE INFORMATION DRIVE

Children get lessons on how to spot deadly mosquito



WHAT makes a dengue-carrying mosquito different from other mosquitoes? Residents and schoolchildren are being lectured on how to spot a dengue mosquito through posters, like this one in a Cebu City village, carrying information on the deadly pest.

INQUIRER Mindanao

Finally, a school rises in Kabasaran

Logged-over village gets chairs, too

By Nash B. Maulana
Barira, Maguindanao

YOUNG CHILDREN have been unmistakably deprived of their right to quality education in the logged-over village of Kabasaran in Barira, Maguindanao.

[illegible]

Memory of slain leader

[illegible]

Elementary Arabic

[illegible]



SCHOOLCHILDREN and teachers in Barira, Maguindanao receive a two-classroom school building and chairs from Balik-Kalikasan Advocacy Group, which helps restore forests in logged-over mountain communities. Other donors sent schoolbags, pencils, papers and books.

[illegible]

Education thrusts

[illegible]

Having had no school for decades, Kabasaran residents blamed government neglect...


Lahat ng 'to para
ASTIG


a sa 'yo, Kapatid!
TV
5

INQUIRER

OPINION

Trust fund

EDITORIAL



9/11

PUBLIC LIVES



Randy David

Brothers

MOMENTS



Fr. Jerry M. Orbos, SVD

Speeding up quality justice

WITH DUE RESPECT



Artemio V. Panganiban

A praiseworthy 'woman in science'

AT LARGE



Rina Jimenez-David

Smarter thinking on climate change

WORLD VIEW



Bjorn Lomborg

The hostaged president

METHOD TO MADNESS



Patricia Evangelista

TALK *of the* TOWN



MIND OF A HOSTAGE-TAKER

'If the snipers don't leave, I'll shoot the hostage at the door'

'Palengskwela'...

From page A1

Earning while learning

At their own pace

Building confidence

Edsa Shrine groups start prayer-vigil for Noynoy

From page A1

Reaching out

For the country

How idea started

Timely prayers

Special intentions

Tools for goodness

The Daily Gospel

Sunday, September 12, 2010
24th Sunday in Ordinary Time

1st Reading

2nd Reading

Gospel

Commentary

Family of 9/11 victim holding out on a settlement

Security breaches

Mediation efforts

Koran row shrouds 9/11 ...

Rival rallies

Tensions building

A day for burning

Day for honoring victims



GLOBAL Pinoy

X-ray techs earn more than nurses

And the work is 'less toxic,' too



MILLENNIUM LEAP

Changing demand

In-demand skills



Less hierarchical culture

Professional satisfaction

UK payscales

Comparative estimated salaries of doctors, nurses and other medical, dental, veterinary-related workers

Re-marrying without prior annulment: A word of caution

IMFO

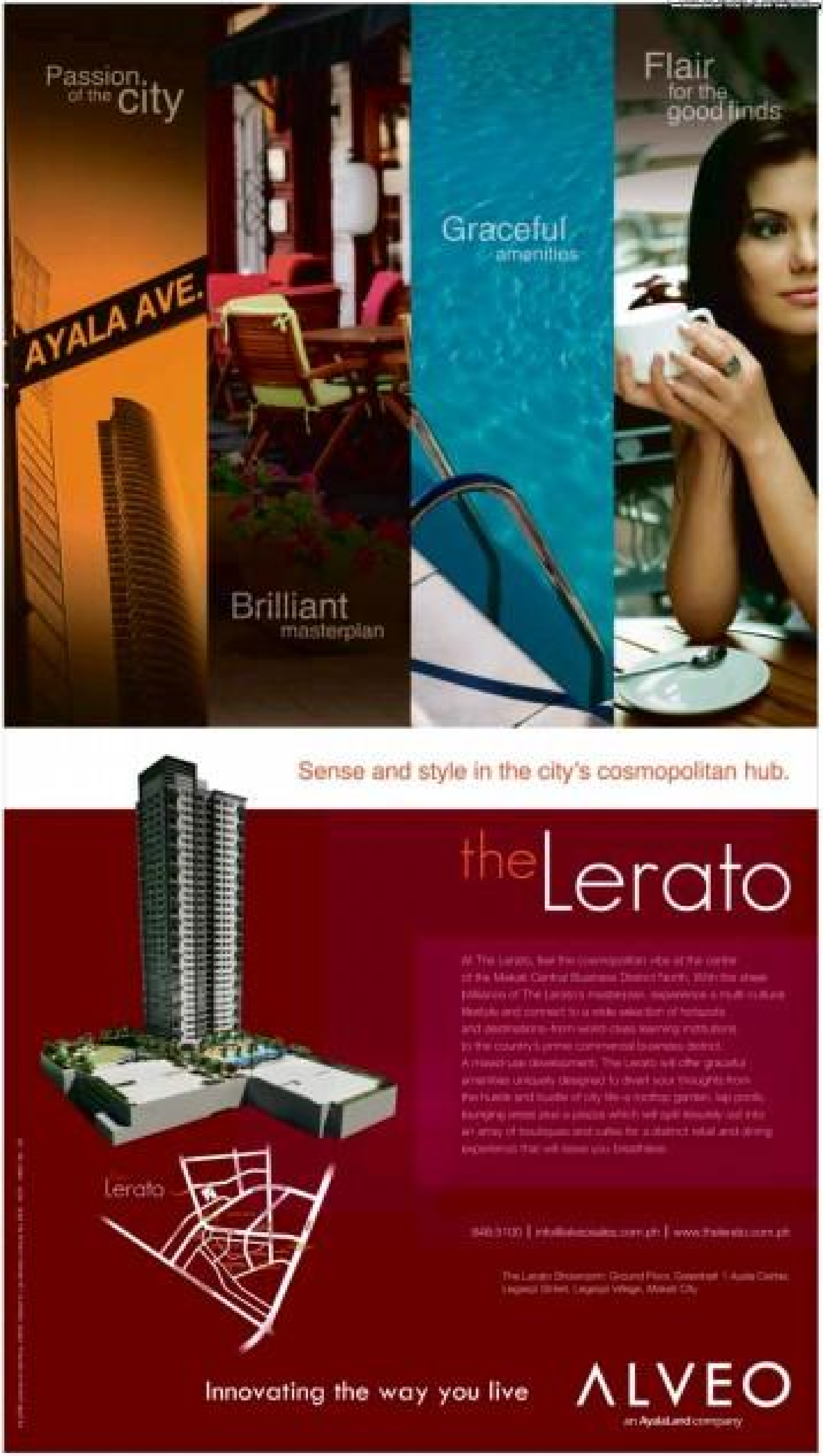
Lourdes Santos Tancinco



Bigamous marriage

Children in dilemma

Criminal prosecution


Passion of the City
AYALA AVE.
Brilliant masterplan
Graceful amenities
Flair for the good finds
Sense and style in the city's cosmopolitan hub.
the Lerato
Lerato
Innovating the way you live
ALVEO
an AyalaLand company

A plus METRO

Editor: Abelardo S. Ulanday

SHELTER AT STC

Home for the sick from out of town

NO ONE remembers exactly when the lame, the maimed and the desperately ill began to seek shelter in the ramshackle single story building in Quezon City that used to be known as the Banawe Handicrafts Store.

The store, on Banawe Street behind St. Theresa's College, once sold hand-woven cloth and silver trinkets from the ICM missions in the Cordilleras.

The ICM, or Missionary Sisters of the Immaculate Heart of Mary, is a religious congregation that came to the country 100 years ago. Its sisters are better known for having founded St. Theresa's College and St. Louis University in Baguio City.

Beside the store were the Queen of Peace Convent, where the elderly and infirm ICM sisters lived, and the ICM Dimmer House.

Few motorists riding the school bus parked nearby, or alumnae visiting their old teachers, realized that right in their backyard were some of the poorest of the poor.

Sister Alphonsine Silaes began bringing patients from the Mt. Province to stay in the empty building almost 25 years ago. They were indigenous peoples seeking treatment at the nearby National Orthopedic Hospital (now the Philippine Orthopedic Center). This was a natural offshoot of the ICM sisters' ministry for the mobility-impaired that would later grow into the Tahanan Walang Hagdanan, or House With No Steps, in Cainta, Rizal province.

Serious illness always drags the poor further down. Charity patients from the provinces are especially hard-pressed when they must come to Manila for treatment.

When a patient with a complication or biopsy must go to Manila, how they will find themselves or look for shelter while waiting to get scheduled for surgery, or even just for a test, is a problem the size of a mountain. Even in their home

SHELTER A18



THERE'S always room at the St. Joseph Transient House for poor patients and their companions who have no place to go to while waiting for their scheduled dates for surgery at nearby hospitals. But the House needs help from kind donors.

Shelter at St. Theresa's College: Home for the sick from out of town



More patients

Room for anyone

Beware of environmental police, litterbugs warned

Dad bats for more scholarships in UP for poor QC students

Admission

Requirements

Successful applicants

Barangay chair nabbed for arms sale

MetroBriefs

Janitor missing with money for bank deposit

OB-Gyne aces in int'l symposium at Makati Med

The WORLD

Afghan protests vs Koran burning become violent

KABUL, AFGHANISTAN—A fringe Florida preacher may have suspended his Koran-burning, but word reached Afghanistan too late for 24-year-old Mohammed Dawood. He was shot to death during a protest outside a Nato base in western Afghanistan, according to Afghan officials.



AN AFGHAN protester holds a knife during a protest against the planned burning of copies of the Koran by a small US church in Nangarhar province on Sept. 10.

Priest sex abuse scandal in Belgium linked to 13 suicides

South African court blocks plan to burn Bibles

Gillard names Rudd new Aussie foreign minister



RUDD

War story: US veteran who caught Japan's Tojo speaks



GEN. Hideki Tojo lies unconscious in a chair with a gaping bullet wound just below the heart after a suicide attempt in photo taken on Sept. 11, 1945.

A mind-blowing SMART Bro Blowout

Exciting new gadgets reward renewing subscribers





Guests sign up to join SMART Bro's biggest blowout of the year.



Children enjoy Internet fun and games in Land Lock Street.

IN A BIG SHOW OF GRATITUDE, SMART Bro treated its loyal subscribers to the first SMART Bro Blowout party—a whole day of fun, games, freebies and entertainment at the spacious plaza of SM Fairview's annex. Colorful stage sets and activity booths, happy and bouncy music attracted mall goers last August 29 into the event area. It became an instant get together of SMART Bro members as families, couples, barkadas and shoppers poured into the party place and spent the day there with loved ones and friends.

As guests lined up to register, the "be-blown-away" feeling set in right away as they were each given a recyclable SMART Bro tote bag and coupons for claiming their Blowout giveaway treats for the day.

Top raffle prizes were a laptop, three SMART Bro Plug Its, SMART Bro gift packs and consolation prizes of 15 SMART Bro shirts, pairs of Converse shoes, and 25 Converse shirts.

What's more, the SMART Bro Rewards program offered fantastic gadgets and item bundles to the guest subscribers if they renewed their subscription on that day. These rewards include a Nokia phone 3730, an HP printer, a WD hard drive passport, gift certificates from Bayo, iwatch and Bodeshio, or a Plan rebate where they can save almost P4,000 on their two-year contract.

Showbiz attractions and loyalty rewards

An added treat were surprise celebrity guests Sam-Oh, JC Cuadrado, John Prats and Nikki Gil who thrilled the crowd as they performed onstage. While singing, John charmed his way through the audience as he gamely posed for photos with some of them on their cellphones.

SMART Bro Canopy subscribers were seen lining up at the sales booths to renew their contracts. They knew that staying with SMART Bro will be rewarded with a chance to own exciting new gadgets they have always wanted to own, while continuing to benefit from its fast service.

Meanwhile, new applicants who subscribed to SMART Bro Plan 999 on that day were given a SMART Bro Blowout limited bag, a privilege card, coupons, a special prize stub, and a meet and greet pass to pose for pictures with the guest celebrity onstage.

SMART Bro regular offers include a SMART Bro Prepaid Plug It, SMART Bro Postpaid Plug It, SIM only Plan 999 and SMART Bro Home.

Activities and game booths were set up around the party place to entertain guests of every age and gender. Also seen were courtesy booths set up by partner PC vendors where subscribers could purchase computers at great discounts, including Neo, Optima, Acer, MSI, Toshiba, Dell, HP and Lenovo. Other event partners were Converse, Jag, Lee, Van Dutch, Tribal, Krispy Kreme and Penshoppe.

More blowouts in store

SMART Bro product manager Ana S. Española explained that SMART Bro Blowout "is a way of thanking our subscribers who have stayed with us all these years. It is also another chance for them to renew their contracts because we want to give them the best Internet service. It is our way of getting to know them one by one, and giving them the utmost service and gratitude for their loyalty. It also gives our loyal subscribers a chance to get free gadgets such as a printer, a cell phone, a desktop at a low price, gift certificates, hard drives and other rewards."

SMART Bro Blowout will soon go on a road show and subscribers are invited to enjoy the same perks and privileges nationwide. The next legs are: Sept. 19, Mall of Asia; Sept. 26, SM Dasmariñas, Cavite; October 10, SM Cebu; and October 30, SM Davao.

"SMART Bro Blowout is our way of thanking subscribers who have stayed with us all these years. It's our way of getting to know them one by one, giving them utmost service and gratitude for their loyalty. It also gives them a chance to get free gadgets when they renew their contracts—a printer, a cell phone, a desktop at a low price, gift certificates, hard drives or other rewards."

ANA S. ESPAÑOLA
SMART Bro Product Manager



Guests have their pictures taken with emoticon mascots for the Happy Snappy photo contest.



Yummy doughnut treats from Krispy Kreme await SMART Bro party guests.



Celebrities Sam Oh and JC Cuadrado host some games.



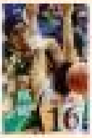
Pop star Nikki Gil regales the crowd with her songs.



Actor John Prats prepares everyone to get blown away.



Time to download SMART Bro unlimited music at the Free Wave booth.



WHAT'S INSIDE
■ Garcia lifts FEU to No. 1 /A25

Sunday SPORTS



Orcollo, Gomez rip Immonen, pal, 9-1

Filipinos gain World Pool semis vs Taiwanese

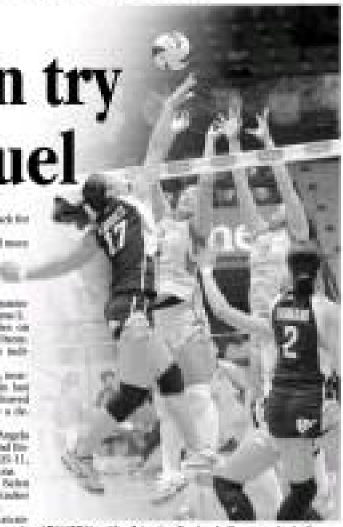
Pushed to the limit

Best stint



SHAKEY'S V-LEAGUE

SSC, Adamson try to seal title duel



NU Bulldogs acquire Parks and son Ray

IN HUDDLE



Beth Celis

Lanete keeps spotless Lions roaring



LANETE

Meteors hold off Niños rally, near TOP crown

SPORTSWATCH



RP seniors top Asean cagefest

La Salle-UP fight highlights URCC



Smart Gilas may get Kelly, Asi but not MVP James

Xavier eyes Milo hoops double

Two share early UGBA national derby lead



Basketball takes a break as cheerdance event blasts off

By Jasmine W. Payo

UM crushes AMA, logs 12th victory

By Marc Anthony Reyes

Garcia lifts FEU to No. 1

Tamaraws turn back Eagles, forge duel vs Archers



By Jasmine W. Payo

RP fans a credit for world pool



INSIDE SPORTS
Ronnie Nathanielsz

WNCAA finalists known today

Sports scribe twin Torres, 32

Sunday SPORTS



Kim takes Venus out of orbit

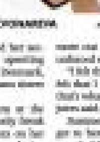
Mom Clijsters forges US Open final showdown vs Zvonareva



ZVONAREVA

Kuchar, Wi lead BMW; Woods in peril

'Pretty Boy' nabbed, posts bail



MAYWEATHER

Spain, Argentina claim consolation victories

Sunday Biz

From an office under a tree, Uratex is now a conglomerate



FROM left: Humphrey Chung, chief executive officer, RGC Foam Group (makers of Uratex foam); Eddie Gallor, EVP for operations of RGC Foam Group; and William Lao, EVP of RGC Foam Group

By Corvic Salonoa-Pimiuno

FORTY-TWO years ago, a young couple, with a borrowed capital of P4,000, put up a small company called Polyfoam Chemical Corp.

The couple rented a warehouse in Pasay City and with 10 employees, mostly friends and relatives, they started manufacturing and selling polyurethane foam.

The office was outside the warehouse under a santol tree, so that whenever it rained, the office workers had to run into the warehouse bringing with them all their documents and office paraphernalia.

After years of hard work and perseverance, what started as a modest business has become what is now known as the Uratex Group of seven companies, with 13 factories in 10 locations and still expanding, and a total of 3,200 employees.

Although it has several products under its wing, it is most popular for its Uratex polyurethane foam and mattresses and [illegible] furniture.

Humble beginnings

Husband and wife Robert and Nery Chung, who were 19 and 20 years old at that time, were then newly married. He was a factory worker in his grandfather's textile business and she was an office worker in her aunt's [illegible] brokerage when they decided to try their luck in business.

The couple went into buying and selling of furniture and bed supplies. That was when they noticed foam supply was short, giving them the idea to go into manufacturing and selling foam, and Polyfoam was born in 1968.

From the very start, according to the couple's friend and company executive vice president Eddie Gallor, Polyfoam focused on producing high quality foam called Uratex. And with every piece of foam produced, Gallor says, comes a five-year warranty from the company to assure buyers that Polyfoam attests to the quality of the products they are buying.

In its initial years, the company used imported foam bought from traders and a process called the batch (vs. continuous) foaming system with manual weighing and dosing of chemicals and weighing scales. The foam was then sold mainly to furniture and bedding industries to produce sofas and spring mattresses.

Uratex foam was not an instant hit as quality, at that time, "was not a popular concept" and the market went for the cheapest foam possible despite the fact that it sags easily and didn't last long, according to Gallor.

"Foam was seen as an industrial product and consumers did not really talk about it. The company had to educate the customers on the value of high quality foam mattresses," he says.

"The good thing was that the few people who tried it, gave us a priceless word-of-mouth advertising over the years," he says, adding that it must have taken the company at least five years before Uratex gained a steady following.

Expansion, diversification

It was when the market started warming up to Uratex foam that Polyfoam began its aggressive expansion and diversification program. In 1974, or about six year after its founding, the company established ties with the bedding industry leading to its foray into the production of bed springs in a factory in Valenzuela.

The following year, the company started supplying foam to certain car assemblers participating in the government's Car Development Program.

In 1985, its ties with the furniture industry led to Polyfoam's investment in German knitting machines to produce velvet fabric.

A major foam factory was put up in Muntinlupa in 1989 to cater to the industrial needs of the companies in the Calabarzon area and this also prompted the establishment of a foam research and development center.

In 1989, RGC Textile was established to manufacture fabrics for any company. Four years later, the group started production of plastic furniture, which were sold through its foam sales network.

In the 1990s, the company became more aggressive in its expansion and diversification program. It went into the production of radiators, leaf springs, stamped parts for the automotive OEM (original equipment manufacturing), automotive OEM fabric, muffler, products for the electronics industry, some plate-making for the motorcycle industry, ready-wrap microwaveable food containers, and [illegible] goods and products from foam.

These entailed the establishment of new companies to handle the different businesses and several plants and factories in various parts of the country including several in many parts of Metro

PAGE B4



LUXURY LIVING AT ITS PEAK

The Stratford Residences at Picar Place



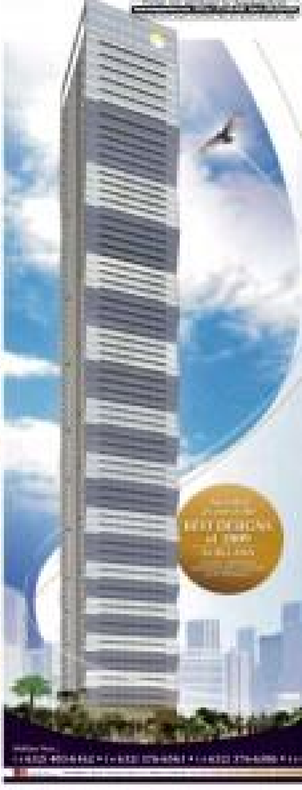


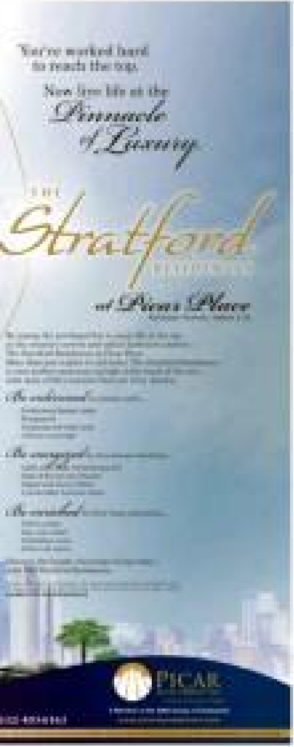
LIFE AT THE TOP





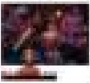





You've worked hard
to reach the top.
Now live life at the
Pinnacle
of Luxury
THE
Stratford
at Picar Place
PICAR









Sunday Biz

Correcting our shadowy view of success?

A LEADER'S WAY

John C. Maxwell

HAVE YOU ever watched a dog chase its shadow? It can be a comical sight. Mistaking the shadow for something concrete and catchable, the dog yaps at it and tries to chase it down. Time after time, the dog dramatically pounces on the shadow, expecting to pin it to the ground. Yet, no matter how hard the dog tries, the shadow always eludes its grasp.

We laugh at the silliness of a dog's futile attempt to catch a shadow, but it's not nearly so funny to watch a person try the same routine. Unfortunately, that's just what many leaders do in life. They chase after a shadow of success, not realizing that what they're pursuing lacks depth and substance. They're running after an illusion of success rather than tracking down the real thing.

I've found that there are two core fallacies that cause us to have a shadowy view of success. Let's take a moment to look at each one in greater detail.

Fallacy 1: We see success as a place instead of a process.

Most people have destination disease. They see success as a far-off place where they hopefully will end up in the future. In the meanwhile, they float through life without a sense of urgency. Lacking a plan to get where they want to go and eschewing the hard work needed to get there, people with destination disease rarely arrive at their desired success.

People with a proper understanding of success know that it is determined by their daily agenda. They're aware that success has two main ingredients: Decisions and discipline. Decisions pave the way to goal-setting while discipline fuels goal-getting. The two traits cannot be separated, one is worthless with out the other.

Good Decisions - Daily Discipline = A Plan without a Payoff

Daily Discipline - Good Decisions = Regimentation without Reward

Good Decisions + Daily Discipline = A Masterpiece of Potential

Successful people know where they want to go. They don't drift; they drive. Along the way, they pay the price of daily discipline in order to achieve their goals.

Fallacy 2: We measure success by the magnitude of our accomplishments rather than by the richness of our relationships.

Many people envision success as attaining a powerful position, commanding a high salary, or obtaining luxurious possessions. None of these goals are inherently wrong. However, distortion comes when, in striving for "success," leaders elevate getting above giving. Rather than connecting with and serving their teammates, they slip into self-absorption and start to treat their followers like pawns.

People who live solely for themselves end up by themselves alone and disconnected. Albert Einstein hit the mark when he said, "Only a life lived for others is worth living." An unselfish life of service never ceases to be filled with the pleasant company of friends and loved ones. If you desire true success, then put a high value on people, make the effort to form relationships, and invest in those relationships regularly.

Raise your leadership skills by attending the John Maxwell Developing the Leader Within You on Sept.28-29 at the Edsa Shangri-La Hotel. To register, call Inspire Leadership Consultancy at 6872834 or at 0917-8011113. Visit www.inspireleaders.com.ph. Add us at Facebook and you get a chance to attend the seminar for FREE!

Luna purchase pays off for GSIS

By Tina Arceo-Dumlao

WHEN FORMER Government Service Insurance System General Manager Winston Garcia learned that the Juan Luna masterpiece "Parisian Life" was going on the auction block of Christie's in Hong Kong, he went after it like a man obsessed. His thinking was, such a treasure should be in the hands of Filipinos.

But when Garcia brought home "Parisian Life" in October 2002 after forking over P46 million of the government workers' contributions in the custody of GSIS, he was met not just by enthusiastic cheers but also howls of protest.

There were cheers from those who appreciated both the painterly and historical significance of the only medium-sized oil painting depicting Dr. Jose Rizal, Dr. Ariston Bautista and Luna himself. But there were more cavillous complaints from different groups that said Garcia were overboard and misspent a significant portion of the government workers' money.

But as is Garcia's style, he just shrugged off the hostile comments, strengthened by his firm belief that the P46 million was a small price to pay for a 57.5 x 69.5-centimeter piece of Philippine heritage and history.

And he is being proven right eight years since that landmark purchase that brought back to the Philippines one of very few Luna pieces in the marketplace, according to Santiago A. Pilar, chair of the Department of Art Theory, Art History and Criticism, College of Fine Arts of the University of the Philippines.

Pilar, reputedly the country's foremost Luna expert, estimates that 118-year-old "The Parisian" can easily fetch P200 million today, and that is being conservative because a slightly bigger painting by Félix Resurrección Hidalgo, executed in 1875, was likewise valued at P200 million.

A Luna would naturally fetch more, Pilar explains, as Hidalgo is of lesser stature than Luna, considered the greatest painter that the Philippines has ever produced. Aside from receiving more international awards than Hidalgo, Luna is also considered a National Hero for his active participation in the Propaganda Movement.

But Pilar says the true value of the painting—one of the masterpieces exhibited by the Philippines in the St. Louis World's Fair in 1904—cannot be measured in pesos and centavos.

"It is not about the market value when you appraise this particular piece of art because you are talking about heritage," Pilar tells SundayBiz. "It is priceless."

Parisian Life is now on permanent display at the GSIS Museum and is considered the flagship of the pension fund's wide collection of over 300 pieces that includes several works by Fernando Amorsolo.

"We are talking about heritage here," Pilar stresses. "It would have been regrettable had Parisian Life been left in private hands."



JUAN Luna's "Parisian Life" is now estimated to be worth at least P200 million. It was bought at an auction in 2002 for P46 million.

From an office . . .

From page B1

Manila, Iloilo, Cavite, Laguna, Bulacan, Cebu, Davao, Pampanga, Tacloban, Cagayan de Oro, and Iloilo.

Changes, challenges

The companies that now comprise the Uratex Group are Polyfoam, Polyflex Industries, RGC Textile, Roberts Automotive, Lamoiyan Philippines Inc. and Multiloop Industries. Polyfoam and Multiplex are now in the top 1000 corporations of the Philippines.

Today, foam manufacturing accounts for 60 percent of the business, the Uratex monoblock chairs and tables and ready-to-assemble furniture contribute 15 percent of the business and the rest comes from textiles, bed springs, mattresses, stamped metal parts and others.

Robert Cheng, the co-founder and chief executive officer of the Uratex Group, passed away in 2004. His wife Tessy took over his job and has remained a hands-on CEO of the group to this day.

Their children also joined the business to assist their mother. Patty Cheng-Bongcac helps in the financing aspect while Peachy Cheng-Medina serves as the group's managing director.

Medina says her mother is also the chief finance officer, so she handles the day-to-day financial affairs of the group. Marketing, manufacturing and corporate services are handled by division or business unit heads. A management team, led by Tessy and two executive vice presidents—Galler and William Lee, takes care of business strategies and setting of directions.

She adds that her parents had no partners in the business but they had a lot of lenders when they were starting and the business grew on cycles of borrowing money, producing and selling. "It helped that they were very frugal."

Uratex is undoubtedly the dominant brand in the foam market. Its name is now synonymous to foam. It accounts for 50 percent in the consumer segment and about 80 percent in the industrial segment.

Keeping up

Medina says that with globalization and free trade, the Uratex Group is facing tough challenges from many imported products such as mattresses, cushions and furniture.

However, the group, confident of the quality and prices it is offering, is ready to face those challenges.

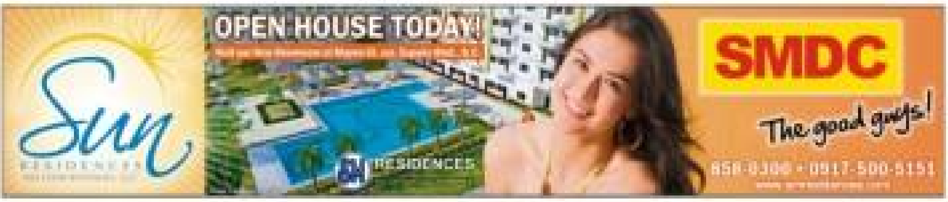


[illegible]

Sunday LIFESTYLE

Editor Thelma Sioson San Juan

IN THIS ISSUE
■ Impy Pilapil's steel and stone blooms H1



Emily Abrera back as CCP chair

ADVERTISING maven Emily Abrera is back as chair of the Cultural Center of the Philippines. She was elected Aug. 31 by the CCP board of trustees after Carmen Guerrero Pedrosa resigned.

Pedrosa had been appointed to the board last minute by then President Macapagal-Arroyo and almost immediately got elected as chair on March 29, Holy Monday, after Malacañang called Jimmy Laya and other trustees that they should not go to the board meeting on that day because they weren't anymore trustees. Pedrosa was elected in absentia.

When Benigno Aquino III won the election, Pedrosa and another last GMA appointee, Ateneo de Manila University professor Gabriel Ma. J. Lopez, tendered their resignations. Aquino then restored Laya as trustee, reaffirmed the appointment of UST Music Dean Raul Sunico as trustee, and appointed architect Christian Tirona to the board.

Former ambassador Isabel Caro Wilson remains as president, and Sunico, vice president and artistic director.

Other members of the board: Nedy Tantoco, Jun Macias, Nick Lizaso, Fr. Rene Javellana, Dona Cancio y Gonzales, Antonio R. Yap and Arthur Cassanova.



ANNA Wintour, Blake Lively and Roger Federer at Tuesday's "Fashion's Night Out: The Show" in New York City

Tit for tat

It's not an image you would expect at the height of the US Open: Roger Federer sitting front row at a fashion show with Anna Wintour, "Gossip Girl" Blake Lively wedged between them. He seems, of course, not as typical as seeing the usually guarded Vogue maven cheering enthusiastically at the stands for the Swiss tennis champ.

But then again, that's simply the Fed returning the favor to one of his biggest fans, who hosted Tuesday "Fashion's Night Out: The Show," an annual bonanza event for fashion, held this year in Manhattan's Lincoln Center. The event is meant to drum up interest in global fashion retail, and is attended by the biggest names in the industry.

It's no longer an oddity to find tennis players at fashion shows such as this, given that their outfits are now scrutinized by reporters with almost as much interest as the athletes' performance. Some are decidedly controversial; at this year's Open, fans have questioned the appropriateness of some outfits, like Venus Williams' skimpy fashion dress with black corsets and sleeves with fishnets glitters on the bodice. She wore a similar style in black earlier in the tournament.

Tuesday was not the first time Wintour had lassoed Federer onto her turf. They've been photographed together in the front row of fashion shows in the past. She brings him to events and parties.

On Tuesday, the Fed wasn't the only one who took a break from the tournament. There was women's top seed Caroline Wozniacki, who traded her skintight tennis outfit for a shimmery paneled and blue strapless dress. Serena Williams, who's recovering from an injury and bowed out of the grand slam this year, arrived in a fawn asymmetric sequined dress.

It was, however, the older Williams sister who's the center of attention courtside, drawing mixed reviews for her glittery tennis dress. Should one glitter up or not on the court?

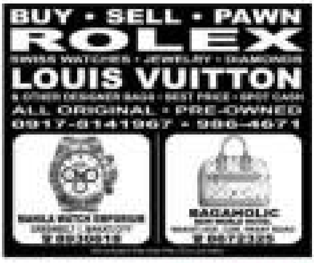
Shouldn't be an issue if and when Venus wins the US Open.



VENUS Williams' tight, glittery outfit draws mixed views from fans at the US Open. She wore a similar dress in black (inset) earlier in the tournament.



CAROLINE Wozniacki's red polish matches her Adidas by Stella McCartney dress.







LUISAVIAROMA.COM ships merchandise to the Philippines for free. Once you indicate shipping country as "Philippines," each item will reflect "landed" price—customs and duties as well as other taxes are already included in the price, so you get your merchandise straight to your doorstep without any hassle.



NET-A-PORTER.COM's "magazine-editorial" approach to luxury shopping is the first of its kind in e-commerce retailing.

The convenience of online luxury shopping

By Ingrid Chua-Go
Contributor

SOME 15 or so years ago, when you needed serious retail therapy, you got dressed, braved a little traffic, and headed to your favorite mall. And if what you wanted was not available at your local mall or department store, you had to rely on personal shoppers that charged a fee to shop for you.

Today, while you need to have that latest designer bag or sky-high heels, you don't need to change or be stuck in traffic, nor do you need to pay black market prices to get it. Arm yourself with a computer and a good Internet connection, and you can already satisfy that spending urge by shopping—online.

And unlike your local mall or department store, online boutiques are open 24 hours a day, seven days a week, ready to provide you with an unparalleled shopping experience sans haughty-looking sales attendants and the prospect of lugging around heavy shopping bags back home.

For Luisaviaroma.com, it all began in 1930 when a French woman named Luisa Jarvis opened a small hat boutique on Via Roma in Florence, just a stone's throw away from the city's famous Duomo. Her son expanded their business to include clothing, and, eventually, Luisa's grandson Andrea Panconesi worked in the shop, taking care of the "dressing" and visual merchandising for the shop's window while he was in college.

The reputation of Luisa for its shop window has since become legendary in Italy because of the artistry and creativity behind each installation. Today, Andrea is the distinguished gentleman behind the success of Luisa, a multi-brand, multimedia and eco-friendly concept store which fills three floors, stocking the latest and literally up-to-the-minute designer fashions in Florence.

Panconesi is also to be credited for putting Luisa on the Internet 10 years ago. In an interview with Firenze Made in Tuscany Magazine, Panconesi said that there are easily over 18,000 items to choose from on Luisaviaroma.com "even before they [become] materially available."

10th year

For the store's 10th anniversary online last June, influential fashion bloggers such as Bryan

> Shopping for luxury brands has gone high-tech, but has also been democratized

Yanboy of Bryanboy.com, Jane Aldridge of Seaofshoes.com, [illegible], Wendy Lam of [illegible] and Tommy Ton of Jakandjil.com were invited for the two-day celebration.

The high-profile party for bloggers was the first of its kind in the retail industry. Luisaviaroma.com, with its aggressive marketing and smart utilization of social media, has become one of the most widely recognized shopping websites for luxury labels, visible brands, and unique [illegible] worldwide.

Labels that are stocked by Luisaviaroma.com include Alexander Wang, Proenza Schouler, Mulberry, Christian Louboutin, Herve Leger, Pucci, Balmain, Yves Saint Laurent, Versace, Rick Owens, Lanvin, Nicholas Kirkwood, as well as other new and up-and-coming designers.

The jewelry section is particularly interesting because of the wide array of designs and styles by new designers not featured before in the online market place.

As of last July, Luisaviaroma.com offers free expedited shipping and "landed" prices to shoppers in the Philippines—meaning, everything you buy from the online boutique already includes Philippine taxes and duties in their price, so the merchandise gets shipped by FedEx straight to your doorstep without any hassle from Philippine customs whatsoever.

Online mag

It was also in the year 2000 when a pregnant Natalie Massenet, then editor for a publication under Condé Nast, launched a magazine-like website that allowed people to shop their aspirations.

Working out of the small Chelsea studio in London with three friends, Massenet has revolutionized the way people shopped for luxury goods. Designer clothes and accessories which were previously difficult to obtain are now made available online to fashion savvy shoppers who have otherwise no access to certain brands where they live.

However, wary of dotcom failures like another online e-commerce retailer, Boo.com (which had spent a staggering $135M in 18 months), started small. But according to a recent interview at the Sunday Times in the UK, Massenet "never thought [illegible] work. I never even thought it wouldn't be huge." True enough, Net-a-porter.com became huge. In April of this year, Massenet sold her online company to Geneva-based Richemont, for an estimated £50M, but will remain as executive chairman.

Net-a-porter.com attracts over three million visitors a month and has generated sales of £120M in the year to January, according to the Daily Mail in the UK.

Labels stocked by the site include Alexander McQueen, Alberta Ferretti, Anya Hindmarch, Balenciaga, Philip Treacy, Julien Macdonald, [illegible], Donna Karan, Isabel Marant, Halston, Vivienne Westwood, [illegible] Roland Mouret.

Prices quoted on this site are in UK pounds sterling, and also already include Philippine taxes and duties to provide you with a hassle-free shopping experience that will take your purchased merchandise straight to your doorstep.

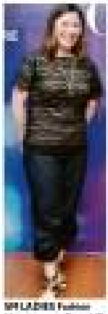
These two online boutiques alone are enough to keep you busy in the months to come, [illegible] luxury retailers will put their stores online to ride the wave of new online shoppers with purchasing power but have limited time to go through brick-and-mortar boutiques. Luxury shopping has gone high-tech, but has been democratized.

Follow me on Twitter.com/[illegible]

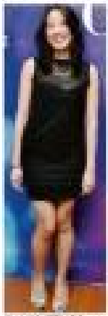


LABELS carried by Net-a-Porter include Alexander McQueen.

Stylish guests, trends at SM and Look's 'From Mag to Mall'



SM LADIES Fashion Management Corp. VP Charlene Yu



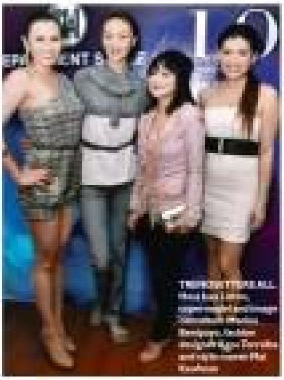
SM MARKETING Group Manager Irene Chu



WHAT every woman should have: shoes, bags and the latest issue of Look magazine.



EMBELLISHMENTS add oomph to an otherwise simple black dress.



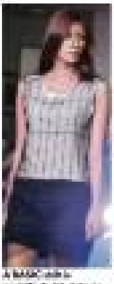
TRENDSETTERS ALL. Host Ines Lazaro, supermodel and image consultant Marina Benipayo, fashion designer [illegible] and [illegible]

SUPERMODEL AND image consultant Marina Benipayo, fashion designer [illegible] and [illegible], shared details of their personal styles as well as tips on how to pull off the hottest fashion trends in "From Mag to Mall," the second in a style lab series jointly organized by SM Department and Look magazine.

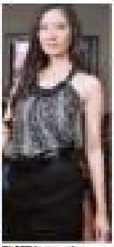
Hosted by Ines Lazaro and held at the Prestige Lounge of SM Megamall, the event drew a roomful of Prestige Club members and VIPs who learned about the latest fashion trends from the three top style experts.

Like the first style lab at SM Makati, this gathering included cocktails, goody bags, surprise gifts for the three Most Stylish members of the audience, and a survey by Look fashion editor [illegible] of what's hot—among them fringe, embellishments, drapery, animal prints, draped details—and how to wear them.

A live fashion show got the crowd in a shopping mood—the perfect way to end a successful event.



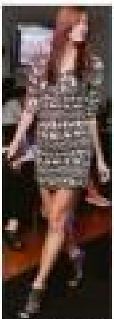
A BASIC shift is embellished with delicate beadwork and fabric.



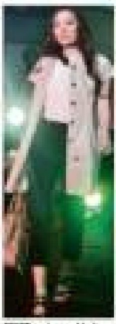
BLACK becomes less boring with embellishments on the collar of an animal-print halter and a mini with draping.



HORIZONTAL stripes are an unexpected yet attractive element to a tailored jacket.



ETHNIC prints are hot this season, as are strappy heels.



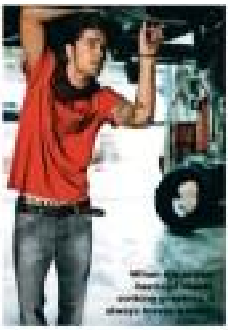
BEIGE tank over black cropped pants signals a stylish play of proportions.



A PEEK with draped details adds an interesting touch to a classic top and jacket.

Fit TO LEAVE A MARK

THE Wrangler FALL/WINTER 2010 COLLECTION





For the wild at heart, Wrangler has been the true mark of individuality and freedom. Of resistance to the norm. Of standing out and being different. After over a century, the iconic American denim brand continues to leave its mark by celebrating the adrenaline and passion-filled spirit of being true to oneself.

And the Wrangler Fall/Winter 2010 Collection takes the sense of personal style independence a notch higher.

Inspired by Kustom Kulture, an American subculture from the '50s to the '70s, the Wrangler Fall/Winter 2010 collection is all about the personalized, the customized and the simplified details that make you stand out from the masses. The recent rebirth of this subculture mirrors today's hunger for being individual and different, especially when it comes to personal style.

This season's collection comes in three themes: The Thrill of Speed, Engraved Cult and Working Heroes; each highlights signature styles that symbolize freedom of expression.

Just like the custom cars and motorbikes of Kustom Kulture, these three themes feature classic American designs with custom-made touches: engraved & embossed details, patches, finishes, stripes, gleaming patchwork, and reconstructed cuts among others.

Elevating customization into artistry, the Wrangler Fall/Winter 2010 collection shuns the ordinary. Because why be ordinary when you can break it, make it your own and leave a mark!

Catch more of the Wrangler Fall/Winter 2010 Collection at Wrangler stores and the "My Fit, My Edge" Fashion Show on September 16, 2010, 7PM at The Atrium at SM Mall of Asia.

Or better yet, visit the "My Fit, My Edge" booth at the same venue from September 17 to 21. Purchase any regular Wrangler item at 10% discount and figure in your own photo shoot in the booth for a chance to win the season's collection. And as a memento of your individuality and freedom, you get to keep a 4R copy of your best shot.

Now, it's your time to leave a mark!







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UP TO
70%
OFF*
Sept.17-19,2010
Fri-Sat until 12MN
Sun until 11PM
*On selected items from participating stores
MALL OF ASIA
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Sunday LifeStyle



CHANGE at Baker Street station to connect to Bakerloo line or Jubilee line



VESTIGES of the old glory at Baker Street Station

Getting you to the Games on time!

By Sophie Lizares
Contributor

LONDON—We'll get you to the games on time, promises London, host of the Olympic Games in 2012.

With just two years to the July 27, 2012 Opening Ceremonies, many of the improvements are already in place. The majority of spectators are expected to travel to the Games by rail (Underground, Overground, Docklands Light Railway and mainline services), although, of course, it is possible to go by bike, boat and car.

But between now and then, London commuters will have to wait, wondering if they will get to work—and even to church—on time!

The wait is felt mostly in the Underground where trains, tracks, stations, signals are being changed or refurbished in the biggest overhaul of the subway system since it began in 1863.

For the first time in 50 years, new coaches are being rolled out and stations are getting a facelift. The overhaul is touted as one of the "strongest physical legacies from the Games."

In the meantime, life in the world's oldest metro system is enduring hot, noisy and, worse, unpredictable.

[illegible]



TUBE scene on a hot Sunday afternoon

> In the meantime, London commuters have to wait, wondering if they'll get to work on time

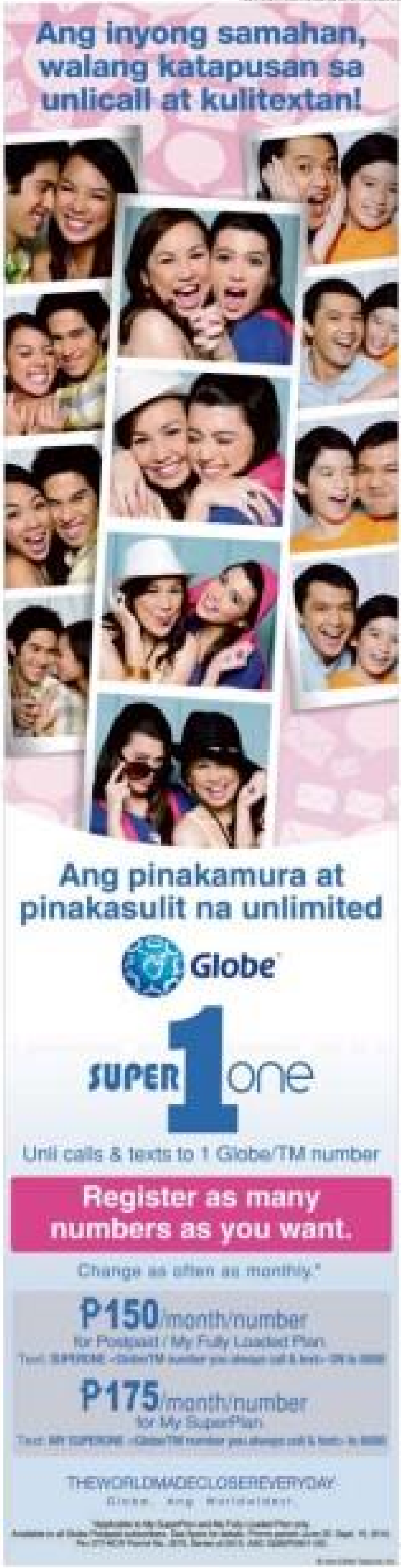
[illegible]

The London Underground was inaugurated 147 years ago with the Metropolitan Line between Paddington and Farringdon. [illegible]

[illegible]

NEXT PAGE





Book one, get one for one peso

TRAVEL BRIEFS



SECOND NIGHT'S A CHARM AT DISCOVERY TAGAYTAY

More hotels for value-seeking tourists

Cebu Pacific flies to Brunei



TRAVEL FAIR AT MOA

Getting you to the Games on time!





TOUCH table survey at the Museum of London



ONE OF 400 Tube escalators



BOOK of Tributes to casualties in the July 2005 bombings

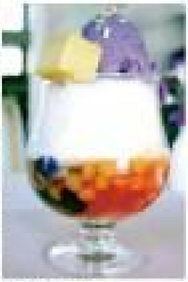
Milestones

MANASAN-LEJANO





'Halo-halo Harana' at the Pen



MYERS-LOPEZ

A love that blossomed in New York City

By Josephine Darang



MYERS-LOPEZ wedding



KATRINA in her Edgar Allan Lee gown, poses with her husband Geo and members of her family

Sudden marriage proposal



COLLEGE chums from Assumption and their partners



THE COUPLE with international sponsors



ENTOURAGE at Archbishop's Palace

Easy does it

Banking-and going for your dreams-just got easier with BPI



By Joy Rojas

A financial adviser who helps you achieve your life's goals

A genuine business partner who helps grow your business



Head of Corporate Banking Group EVP Alfonso L. Salcedo



Head of Consumer Banking Group BPI SVP Natividad A. Alejo



The Kultura Experience

The local flavor of Kultura Filipino blends with any style of decor and lifestyle



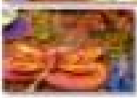






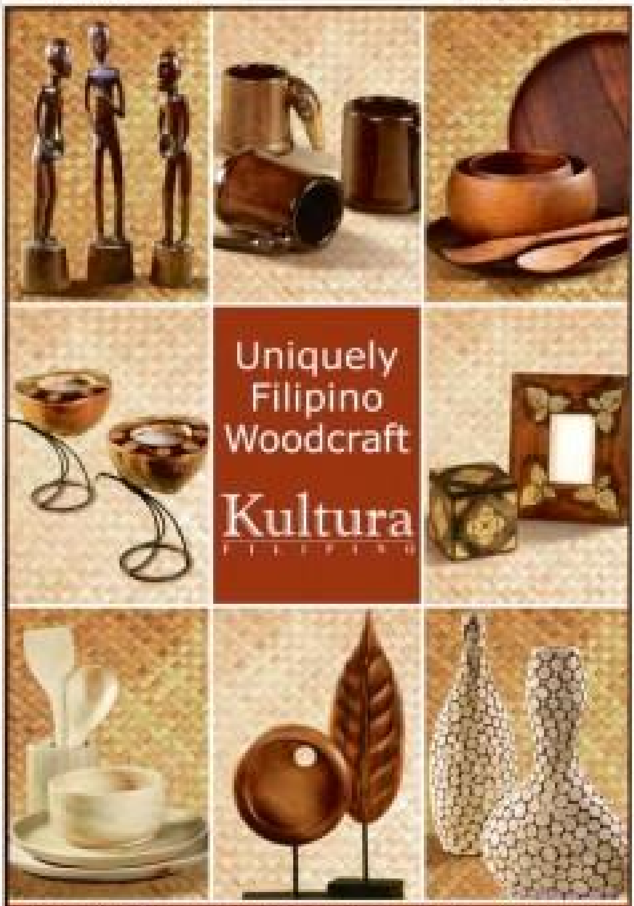












IN THIS ISSUE
Dances in a mall park A42

Sunday LifeStyle



How seafarer wives are kept busy while their husbands are away





Photo exhibit marks launch of new compact-size D

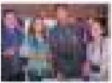




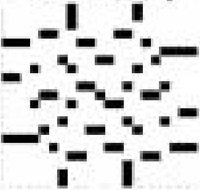








Sunday Crossword





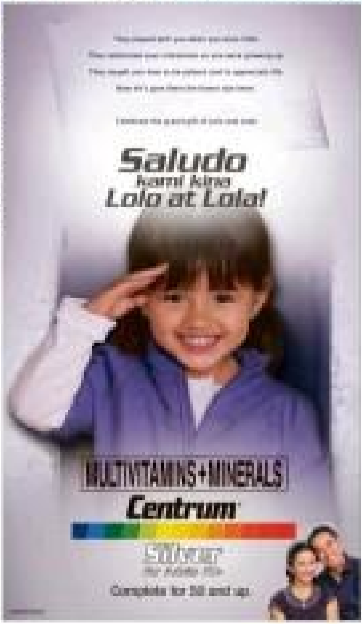
SLR camera





How seafarer wives are kept busy . . .





Fun Ways to Make Lolo and Lola Feel Special

Celebrate Grandparents' Day at SM City North EDSA

Lolo and Lola always shower you with love and affection. On September 12, Grandparents' Day, it's time to remind them how much you love them, too. Surprise them with a fun-filled day at SM City North EDSA. Treat them to a sumptuous meal, shop for presents, or enjoy one of the special Grandparents' Day events designed especially for them.

Basil Valdez Concert
Sept. 12, 5pm • Annex 4th Floor
Relive memorable moments as premier balladeer Basil Valdez serenades everyone with his hit classics.





Velvet Mood Orchestra Live
Sept. 12, 11am, 1pm & 3pm • The Block Atrium
Swing to Lolo and Lola's favorite tunes as this 20-piece orchestra plays their favorites.

Grandparents' Day Fair
Sept. 11-17 • Sky Garden
Have an interesting time exploring regional delicacies, handicrafts, vintage and novelty items and other special treats from booths manned by grandparents.

Whichever way you choose to spend your day, you're assured of the happiest memories, only at SM City North EDSA.



Sunday LifeStyle

IN THIS ISSUE
- Emily Abrera back as CCP chair

My designer hair accessories will be auctioned off at GK Hope Ball

TESSA!
Tessa Prieto-Valdes

CHARITIES AND parties have kept me so busy lately. Preparations are in full throttle for several charity events next month.















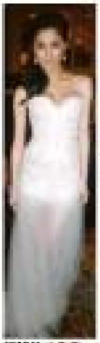
ELMA Lim, Mandy de la Rama-Santos, Clavel Bendana, Salome Uy, Tessa Prieto-Valdes, Joseph Tay Jr., Stephanie Costantino-Tay, Divine Lee, Mia Borromeo and Lizabelle Villarica



STEPHANIE Costantino-Tay, Silvana Fornari, Italian Ambassador Luca Fornari and Joseph Tay Jr. with African-inspired Moroso Shadowy chairs by Tord Boontje

My designer hair accessories will be auctioned off at GK Hope Ball

From page F1



STAR Magic Ball's youngest belle Kim Chiu in Furne One



DIANE Gozon and Rep. Annabelle Villarica



BEST friends Lisa Bautista, Jojo Ongsiako and Annabelle Bautista



HANDSOME CLAN: Rob Valdes, Jesus Valdes, Robin Valdes and son Andy



THE ALPHA Restaurant owner Chef Bauirina Alcantara and husband Marco



SUPER buddies Joaquin Rellosa and Dennis Reyes

Lao's, Peninsula Manila, Travelife Magazine, Weber Shandwick and Crown Fine Arts. For more details, contact Bella Richen at [illegible] and 0917 [illegible].

Red Cross Ball

The day after the GK Ball, Oct. 8, is the Red Cross Ball featuring fabulous Dubai-based fashion designer Furne One. Like last year's Ball, it will be held at the Rizal Ballroom of the Makati Shangri-La.

Entitled "Fans of One," the Red Cross Ball will showcase the extremely talented Furne, who has made a huge name in the international fashion scene. He will be featuring around 50 colorfully embellished and highly bejeweled creations for the first time in the country. All the gowns are being done in Dubai by his staff of a hundred sewers and beaders.

Since winning the first Mega Young Fashion Designer Award more than a decade ago, Furne has built his fashion reputation with his over-the-top haute couture creations. Mega Magazine will have a special edition copy with Furne's design on the cover.

Co-producer Kaye Tinga and I have been meeting weekly to make sure the Gala Fashion Show will be one of the most beautiful shows ever mounted. Incense Ariel Lozada will surely create a stunning setup. HSBC, Etihad Airways and Smart Infinity top the list of "Fans of One's" generous sponsors. For inquiries, contact Maggie Gloria at 0917-9325570.

Makati Shangri-La's executive chef Franco Bondioli is creating something special for the Red Cross Ball. His Middle Eastern-inspired menu includes different salads, babaganoush, lemon and rose salad, crispy lavash and slow-braised lamb shank. The "Fans of One" might as well be the feast of one.

Rojo and Moroso show

Fashion fused with furniture when luxury Italian furniture manufacturer Moroso recently showcased a number of its distinctive pieces alongside acclaimed designer Rajo Laurel's 2010 Fall Collection for Fi Africa. Joseph and Stephanie Costantino-Tay, the couple who brought Moroso to the Philippines, opened the glamorous event at the Moroso showroom in ARC Burgundy Empire Tower, Ortigas Center.

Among the fine samples of Italian designer furniture on display were Ron



LIZ ALHOBO, Clavel Bendana and Rajo Laurel



LIZY Mendezona and Rosalie Mendezona-Ros



PETER Coyiuto

Arad's sculpturally inspired sofas, Tord Boontje's Dandy furniture forms and woven African patterns, and world-renowned designer Patricia Urquiola's elegant Field sofas with down-filled cushions. Rajo's very feminine carefully complemented the contemporary designs of Moroso.

Among the guests were Italian Ambassador Luca Fornari and his wife Silvana, who later picked out Mia Borromeo's name in a raffle, winning her a Moroso contemporary furniture piece. Also on hand were Rajo's muses for the collection—Mandy de la Rama-Santos, Clavel Bendana, Ellen Lim, Divine Lee, Salome Uy and Lizabelle Villarica.

Birthday week

I've had a great birthday week. The celebrations started at The Alpha, the new foodie place at Alphaland Southgate Tower in Magallanes. My Assumption classmates joined the Bellows, Prietos, Ongpins and Valdeses to a private dinner that turned out to be a gastronomic delight. Among the highlights were the mushroom truffle soup paired with a foam of [illegible].

Chef Bauirina Alcantara pulled out all the stops and my hat is off to her. I particularly loved her goat cheese Flammkuchen, which is like an Austrian thin-crust pizza. My family and classmates chilled to the music of Peaches Baroness of Peppermill all night. For reservations at The Alpha, call 7110201.

I'll write more about the rest of my birthday week next time. Let me end with a final appeal for charity.

Assumption fundraisers

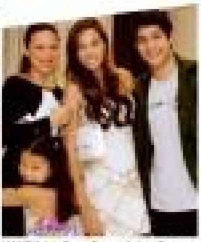
The Assumption High School Class of 1980 will be holding a series of fundraising activities for the benefit of the projects of the Assumption Alumnae Association. For many years, the AAA has been engaged in various charitable activities, including the development and maintenance of the Assumption mission schools.

The fundraising kicks off with a dance party entitled "Pretty in Plaid," to be held at Bowyer's Makati on Sept. 25. For more details, contact Mala Simbus at [illegible].

E-mail the author at [illegible]



JACQUELINE and Chinkee Campos-Mina



MANDY de la Rama-Santos, Solene Santos, Divine Lee and Victor Basa



GAWAD Kalinga Hope Ball team: Yvonne Policarpio of Weber Shandwick, Cat Yaringan, Tessie Rodrigo, Aurora Pijuan, Johanna Dinsmore, Tony Makara, Pinky Antonio, Bella Badiot-Crook, Bess Cabrera, Sana Malubo and Christine Cunanan of Travelife Magazine



TESSA Prieto-Valdes, Tootie Magsaysay, Jane Marie Sogal and Mia Borromeo lounging on a Moroso Chelo sofa designed by Ron Arad, with Vai bookshelf by Birsi in the background



ASSUMPTIONISTS '81 classmates: Girlie Sison, Lisa Bautista, Annabelle Bautista, Popsie Santos, Tea Prieto, Tessa Alindogan, Pia Lorenzo, Bingbing Ongsiako, Dianne Aguilar, Jackie Bario and Claudette Cordero



GOOD friends Norman and Benjamin Gray, Bea Prieto and Manding Chan



CLAUDETTE Viray, Ingrid Chua-Go and Salome Uy seated on Moroso Ci-Hum chairs designed by Tord Boontje

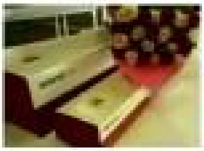
Ladies first

Roses are red, but some come in other colors too

WHAT LADY has ever dreamed of receiving a bouquet of roses from her romantic partner?

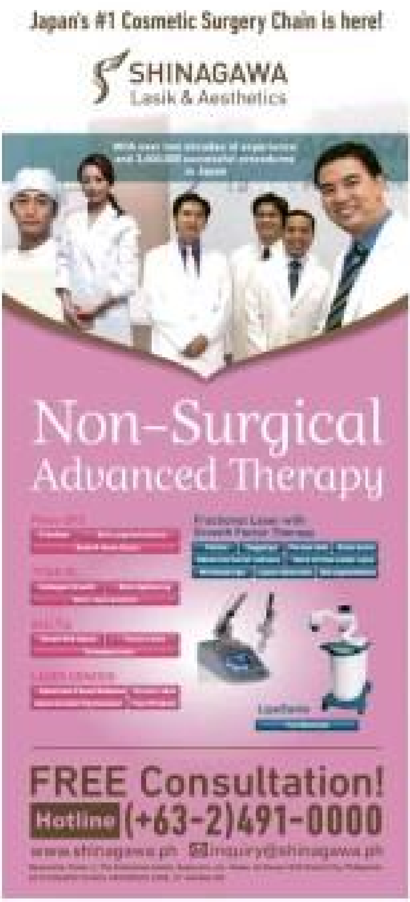
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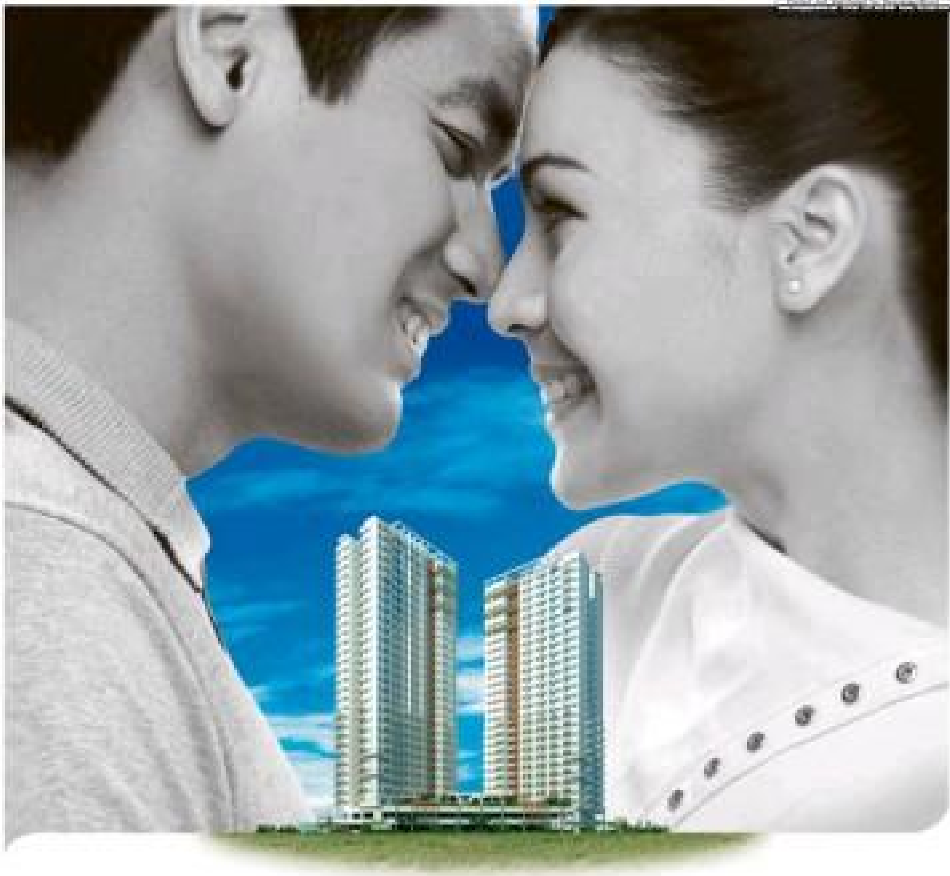
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Make a statement in bold accessories





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Sunday LIFESTYLE

Relationships



When I grow up

By Gilda Cordero-Fernando
Contributor

> It is following your heart rather than your guilt



Freedom

New view on sex



Losing your enemy

Multi-dimensional



Make happiness your personal project

ROOTS AND WINGS



Cathy Babao-Guballa

[illegible]

More work, more happy

[illegible]

Happy pills

[illegible]

"The Happiness Project" by Gretchen Rubin is available at National Bookstore.

E-mail the author at cathy-babao@gmail.com

Monasterio de Tarlac celebrates feast of the Holy Cross

PURELY PERSONAL



Josephine Darang

The relic is exposed only twice a year for public veneration

[illegible]

12th anniversary

[illegible]

Our Lady of Mercy feast day

[illegible]

History of the scapular

[illegible]

Our Lady of Peñafrancia

[illegible]

'Handog kin Ina'

[illegible]

Be part of the legend

[illegible]

MONASTERIO DE TARLAC



"INANKA ki Ina" (Our Lady of Peñafrancia), by Pandro Pinzo

Her first love remains close to her heart

EMILY'S POST



Emily A. Marcelo

DEAR EMILY,

[illegible]

Happy Free Spirit

[illegible]

E-mail: emarcelo@inquirer.com.ph

When I grow up

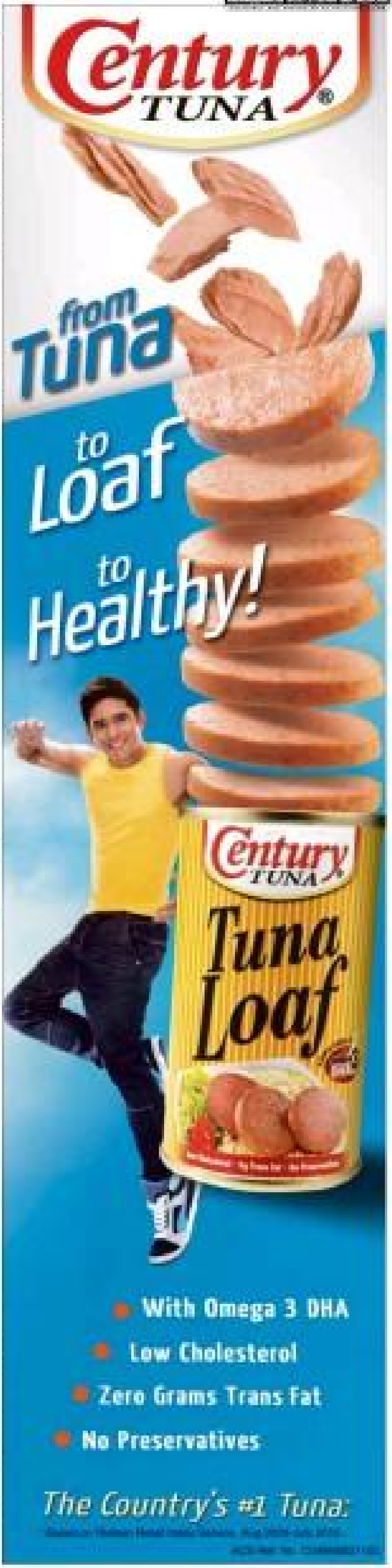
From page G1

Monasterio de Tarlac celebrates feast of the Holy Cross

From page G1









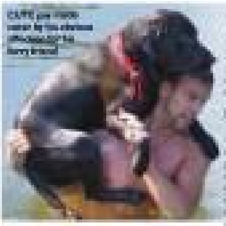








The Internet is for dogs







Puppy porn

Doggies in vogue

Dogs and caveman grammar

The amazing blogging dog

Cebu artist's 'Calm Joys and Harvests' to be exhibited at Megamall

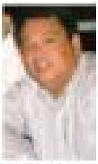


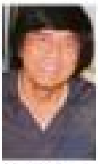
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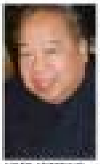


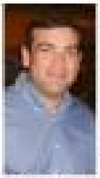




Birthday party with a view

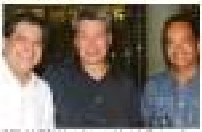
Party organizer Louie Cruz throws a party for his long-time partner

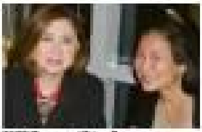




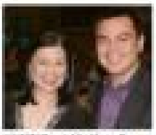


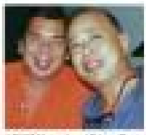


















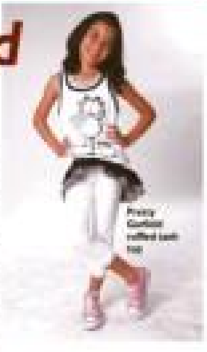




Rock Toon Fest Grand Fashion Show at SM



Classic Snoopy black and silver shirt



Frilly Garfield ruffled tank top

After a series of go-sees sessions in 31 SM malls throughout the Philippines, thousands of contestants, and loads of fun, SM's Rock Toon Fest Model Search will now culminate in a Grand Fashion Show on Sunday, September 19, 2010 at the SM Mall of Asia Music Hall.

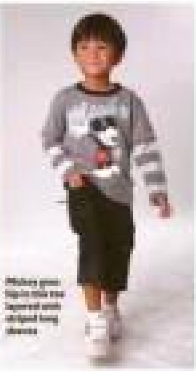
The show will feature young talents from the Rock Toon Fest's Top 20 winners nationwide, who along with the other kids selected, will have a chance to model for SM's Children's Wear Department.

The Rock Toon Fest Grand Fashion Show will feature Tinker Bell dresses with ruffles and lace that will give little girls some sparkle and magic, storybook style with Snow White tops and tutu skirts, and sporty outfits that can be mixed and matched from Cars featuring the popular Lighting McQueen.

But the excitement doesn't end on the runway, as kids can now rock with their favorite toon character-designed outfit. A kiddie rock band will definitely add a fun touch to the show as they perform live.

The wonderful world of cartoons, after all, can never be out of style as boys and girls can now enjoy clothes inspired by their favorite cartoon characters. Little girls can get that fairy tale look with Disney Princess, Tinker Bell, and Barbie clothes, while boys can get into the fashion action with tees, hoodies, and jeans from Cars, Garfield, Snoopy, and Mickey Mouse. The Original Cartoon Apparel for kids is now available at the Children's Wear section of the SM Department Store.

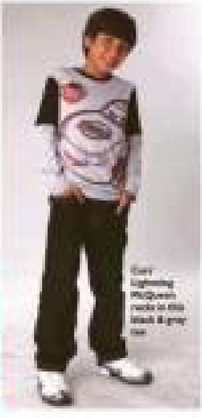
The Rock Toon Fest Grand Fashion Show is a project of the SM Department Store and the SM Mall of Asia.



Mickey goes hip in this tee layered with striped long sleeves



Storybook style: Disney Princess Snow White ruffled tee paired with a black tutu skirt and silver leggings



Cars Lightning McQueen rocks in this black & gray tee

Impy Pilapil's steel and stone blooms







Marble pieces





Dances in a mall park

Dance presentations should consider alternative performance spaces







Contrast

Pleasant surprise

Effortless

Impy Pilapil's steel and stone blooms



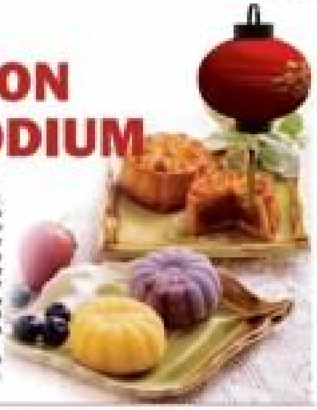
Culinary program for marginalized kids







THE AUTUMN MOON FESTIVAL AT THE PODIUM



The **Autumn Moon Festival**, which is also known as the Moon cake Festival, is traditionally a time when children run around with colorful lanterns and families gather together for some delicious moon cakes sweet or savory fillings. It is the time of year when children are allowed to stay up late and play with colorful lanterns – which can come in traditional round shapes, animal designs, and in the modern world, lanterns with the likeness of their favorite cartoon characters or battery operated plastic lanterns.

Today, the **Autumn Moon Festival** is celebrated on the eighth month of the lunar calendar all over the world. While much of the myth and tradition surrounding it remains, it has evolved into a time of family gatherings and feasts.

The Podium, the upscale mall in Ortigas Center, celebrates the Mid-Autumn Moon Festival with exhibits and performances this September. The festivities include the **Autumn Moon Festival Exhibit** from September 18-23, a **Musical Performance by St. Jude Catholic School** on September 18 at 6:00 PM, and a **Lunar Cycles seminar by Henry Palacios** on September 17 at 6:30 PM. There will be a **Chinese Cooking Demo and a Cultural Show Performance** on September 18 at 4:00 PM and a **Dice Game** and a **Chinese Magician** performance on September 19 at 2:00 PM and 4:00 PM.

It's also the best time to celebrate the festival with the family at the mall's Chinese – and Oriental restaurants, and to enhance your luck at the World of Feng Shui.

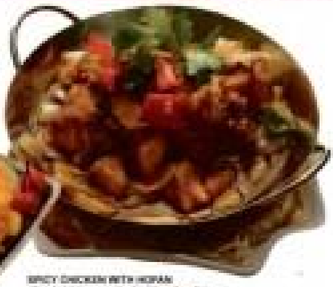
GLORIA MARIS

Enjoy a sumptuous Mid-Autumn Moon Festival celebration with friends and family members at Gloria Maris. Authentic specialties like Fried Shrimp Mantao, Spicy Chicken with Hofan, Two Kinds of Abalone and Fish Fried Rice are all-time favorites. The family will also love its **Dimsum Buffet** with its delightful spread of steamed buns, dumplings, rice noodle rolls, roasted meat, and Chinese desserts during weekday afternoons at 2:30 to 5:30 PM until September 30, 2010. Gloria Maris is located at the Ground Floor of The Podium. Contact 636-0954/6360955.





FRIED SHRIMP MANTAO
deep fried breaded shrimp, merged with fried mantao bread bits with original Chinese Caesar salad dressing.



TWO KINDS OF ABALONE AND FISH FRIED RICE
the chefs extraordinary fried rice specially topped with sliced cooked fish fillet with its two kinds of abalone/shell meat and mushroom

SPICY CHICKEN WITH HOFAN
sliced chicken sautéed with red and green bell pepper and with Shantung-made spicy sauce, over a bed of Hofan Noodles.

PINOY DON

The casual dining restaurant serves a mix of the best our culinary influences. There's a lot of foodie fun in fusion selections like Pinoy Don Tofu with its own Pinoy Teriyaki Sauce, and Dasha Maki, a combination of kani tempura, Philippine mango and fresh lettuce rolled in sushi rice and topped with tempura flakes sprinkled with chili powder. Located at the Fifth Floor of The Podium. Contact 631-5888.



LORD STOW'S BAKERY

Britain Andrew Stowe has raised the traditional **Portuguese Egg Tart** recipe to iconic level with his more decadent version with a buttery flaky crust and rich custard filling. Perfect for the Mid-Autumn Moon Festival because of its round shape, one can now enjoy this specialty and other baked delights, which originated in Macau in Manila at the Second Floor of The Podium. Contact 636-9026.



BANANA LEAF

Banana Leaf offers the best of Southeast Asian cuisine. If your family can't decide whether they would like to celebrate the festival with Malaysian, Thai, Vietnamese, Indian, Indonesian or Singaporean specialties, this is the place to go. Try out its Tilapia Fillet in Assam Gomba Sauce or Malaysian Curry with Potatoes, served in the restaurant's signature banana leaf, of course.



KIMONO KEN

Kimono Ken's combination of excellent food and outstanding service, have made it one of the favorite Japanese restaurants in the metro. If you and your family want to try something different this year, check out the restaurant and its unique specialties like **Chicken Teriyaki Salad**, boneless strips of fried chicken mixed with fresh lettuce and sweet mango. Located at the Fifth Floor of The Podium. Contact 6331456.



HEALTHY SHABU SHABU

It is said that when Genghis Khan was conquering China and Eurasia, he would feed his troops by gathering them around a pot of boiling water, where they would dip thin slices of meat. This would enable them to save fuel and efficiently absorb the nutritional content in the meat.



The tradition is alive and well today in **Healthy Shabu Shabu** restaurants, where one can experience a fun, healthy, and interactive way of eating that could be perfect for Mid-Autumn Moon Festival celebrations. The family will enjoy the **Mixed Seafood Deluxe Set Meal** with fresh scallops, shrimp, squid, and salmon as well as vegetables, balls, raw eggs, chicken stock, and bottomless ice tea. Located at the Second Floor. Contact 919-5230.

YAKU JAPANESE GRILL

Yaku Japanese Grill is home to the most extensive **Yakitori** or Japanese barbecue selections, as well as other specialties. If your family likes cook-outs, they will love the good food and Zen interiors of this resto. And of course, its grilled specialties like Shiitake, Butabara (pork), Asparamaki (Asparagus Bacon), Uzura (quail eggs), Ukura (okra), and Negima (chicken with onion leeks). This goes well with **Arakaba Tofu**, deep fried silky tofu soaked with curry sauce. Located at the Third Floor. Call 687-5369.



WORLD OF FENG-SHUI



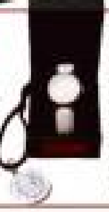
Feng Shui, which is also called "Geo-mancy" or "Earth Wisdom" is an ancient method of constructing and optimizing residences to bring about happiness, abundance, and harmony. Marites Allen's **World of Feng Shui** is a one-stop shop for lucky items – charms, wall displays, centerpieces, and accessories. These all make wonderful gifts for the Mid-Autumn Moon Festival and beyond. Located at the Second Level of The Podium. Contact 6737086.



DOUBLE FISH WALLET
Exclusively at the World of Feng Shui you can find this unique and elegant wallet. Consists of two powerful mantras: One is the wish fulfilling mantra to make your money wishes come true and the other is to remove all your negative karma to bring you smooth sailing money luck. The double fish is the symbol of abundance and prosperity luck.



MANDALA OFFERING
A mandala is used to invoke blessings from the 10 directions. With a sacred mountain, sun, moon, 4 continents and 8 precious objects of offering goddesses. Giving this invokes blessings in business and relationship endeavors.



MEDICINE BUDDHA MANTRA WATCH
The Amazing medicine Buddha brings success in a big way, and eliminates illness and diseases. Wear this specially crafted watch to invite good health and success in your way. The face of the watch features the beautiful image of Medicine Buddha and five mantra. The band is embossed with the medicine Buddha Mantra which wraps around your wrist like a protection amulet. Wear this watch night and day to remove all illness and to bring good health.

CELEBRATE *Grandparents Day* WITH ALL TIME FAVORITES AT SM MEGAMALL

These restaurants bring back many happy memories to Lolo and Lola – great food and happy times with the family. They grew up with specialties of Classic Savory, Dulcinea, Barrio Fiesta, Sugarhouse, Luk Yuen, and later Mann Hann and Mannang, brought Mom and Dad there, and today, these restaurants continue to be a family favorite.

As we celebrate Grandparents Day on Sunday, September 12, treat them to these well-loved restaurants at the SM Megamall.

SINCE 1950



SINCE 1963



SINCE 1963



Sugarhouse SINCE 1963



LUK YUEN SINCE 1992

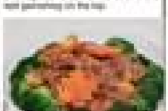
CHICKEN IN LEMON SAUCE





MANN HANN SINCE 1994





mannang

SINCE 2004

BAKED OYSTER





ENTERTAINMENT

Editor: Emmie G. Velarde



"TABOO" Lea Michele, Women's Health Philippines' September cover girl, on being a vegan: "Coming from an Italian family you can imagine—at first, they couldn't understand!"

Tweets from the edge

Overheard

ANNABELLE Rama has discovered the joys of "tweeting."



RAMA



Did You Know...

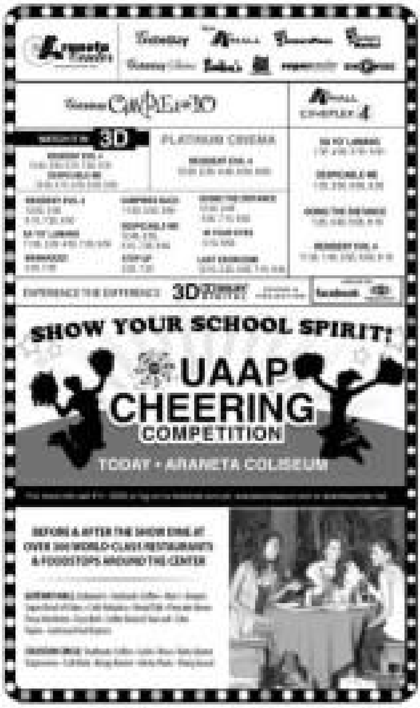
WHAT are this week's top 20 concert tours in North America? Story on page /G.

Larry King out, Piers Morgan in

NEW YORK — British TV host Piers Morgan will replace talk-show host Larry King on CNN's prime-time lineup in January, the network said on Wednesday. Morgan, 45, a judge on "America's Got Talent" and a former British tabloid newspaper editor, was widely expected to take over from King, who announced in June he would end his show after 25 years. *Reuters*

Ex-Beatle is still top concert draw in US

Oldtimers Paul McCartney, Eagles, James Taylor lead younger artists like Michael Buble, Jack Johnson






Paul McCartney

THIS TOP 20 CONCERT TOURS listing by the Associated Press ranks artists by average box office gross per city and includes the average ticket price for shows in North America. The previous week's ranking is in parentheses. The list is based on data provided to the trade publication Pollstar by concert promoters and venue managers.

1) (New) Paul McCartney; $4,429,272; $125.10. 2) (1) Eagles; $1,773,932; $106.86. 3) (2) James Taylor/Carole King; $1,770,616; $79.32. 4) (3) Dave Matthews Band; $1,146,430; $55.79. 5) (4) Pink; $1,233,482; $49.92.

6) (5) Michael Buble; $1,094,314; $85.75. 7) (6) Nothing More Than [illegible]; $1,005,205; $42.56. 8) (7) Nickelback; $959,907; $61.27. 9) (8) [illegible] Band; $680,318; $65.29. 10) (9) Jack Johnson; $563,048; $40.51.

11) (10) Brad Paisley; $636,471; $39.69. 12) (11) [illegible]; $635,590; $53.99. 13) (12) Kiss; $621,028; $57.86. 14) (13) Tim McGraw; $466,992; $44.25. 15) (14) Brooks & Dunn; $387,142; $43.61.

16) (New) [illegible]; $386,134; $73.26. 17) (15) Justin Bieber; $356,498; $46.99. 18) (16) Star Wars: In Concert; $357,946; $49.95. 19) (17) Sugarland; $372,592; $41.42. 20) (18) Neil Young; $360,477; $120.00. AP



CLICK



ELLEN DeGeneres



TAN-PUNONGBAYAN

Lance Anderson Tan, son of Edison and Vivian Tan, will exchange vows with Mayumi Punongbayan, daughter of Cuby and Nenita Punongbayan, on **September 25, 2010** in over 100 cinemas nationwide!

This will be their fourth (and hopefully final and successful) attempt at tying the knot.

Promise talaga, tuloy na tuloy na ang kasalan!

Secret celeb gets makeover

ANGEL AQUINO joins her "Us Girls" co-hosts Iya Villania and Cheska Garcia-Kramer in giving a major fashion makeover to a mystery celebrity tonight.

The lady hosts also experience delicious pizza, steak and Asian dishes as well as the latest in the world of technology from 3D television.

"Us Girls" airs at 6:30 p.m. on Studio 23. Fans can log on to http://us-girls.multiply.com or on its Facebook fanpage, "Us Girls."

'Ellen' at 8

The multi-awarded talk show "The Ellen DeGeneres Show," now on its eighth season, returns on 2nd Avenue on Sept. 14 at 8 p.m.

The channel also premieres on ETC—"Hellcats," simulcasted with the US, a dramedy inspired by the book "Cheer! Inside the Secret World of College Cheerleaders" by Kate Torgovnick, at 8 p.m. on Sept. 15, and "America's Next Top Model Cycle 15" at 10 p.m. on Sept. 16.







'Charity' as hypocrisy and stellar self-promotion

Best to keep your admiration on hold

Viewfinder



'Humble boast'

Overheard





'I was raised by a strong woman. I told myself I should be ready to do the same'

KC thought she'd also be a single mom







Two 'A's & a 'B'





Her TV role sparks work for violence victims

ONLY IN HOLLYWOOD



Ruben V. Nepales

[illegible]

Sexual predator

[illegible]

> Mariska Hargitay also says she and co-star are mistaken for real-life couple

Memories of mom

[illegible]

Joyful mission

[illegible]



Reducing backlog

[illegible]



WITH Christopher Meloni, her co-star in "Law & Order."

Drew Barrymore's 'Going the Distance'

Review

[illegible]



Contrived

[illegible]